

PHILIP MORRIS U.S.A.

INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017

TO: Nancy Parmet

DATE: July 22, 1993

FROM Jose Fontanez

SUBJECT: RESEARCH ON SMOKERS REACH

As requested at our planning meeting of July 20, you were concerned about the total smokers reach within the Country Music genre.

Attached please find two illustrations which provides an analysis of smokers profile by gender and age.

Should you have any additional questions, or require more information, please let me know.

Attachment
JRF:tl

cc: I. Broeman
M. Gennaro
E. Moore
A. O'Neal
Y. Robinson

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